



Matt Lehrman, Principal

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**WHAT:** *Audiences Everywhere™* Workshop by Matt Lehrman – **FREE to Non-Profit Arts and Culture Organizations**

**WHEN:** Friday, **April 18, 2014** – 8:30am registration, 9:00am-Noon Workshop

**WHERE:** Balboa Park Club, Santa Fe Room, 2150 Pan America Road West, Balboa Park

**WHO should attend:** Executive Directors, Artistic Directors, Curators, Development Executives, Marketing Professionals and Board Members.

**RSVP:** Please RSVP your attendance to Linda Sokol, [lsokol@saniego.gov](mailto:lsokol@saniego.gov), (619) 236-6778, with your name, organization affiliation and contact information by Friday, **April 11, 2014**. *Space is limited.*

**DESCRIPTION OF WORKSHOP:**

***Get Smarter, Grow Stronger & Gain Audiences.*** The job of attracting and satisfying audiences doesn't belong exclusively to your marketing department. The imperatives of RELEVANCE and SUSTAINABILITY demand a ***whole-organization*** commitment to engaging audiences. This isn't a run-of-the-mill marketing seminar. This is an opportunity to bring your organization's leadership team for an unforgettable experience in audience-building that replaces obsolete paradigms with fresh and modern strategies.

You and your team will learn how to:

- Serve audiences beyond the “low hanging fruit,”
- Create engagement strategies using “pull” rather than “push” techniques,
- Gain insight from audience personas,
- Connect audiences meaningfully with your organization's mission using social media,
- Use audience intelligence to drive strategy.

***About Matt Lehrman:*** Arts marketer & nonprofit strategist Matt Lehrman brings entrepreneurial insight to the arts & cultural sector's most profound audience-building challenges. Matt is the Principal of Audience Avenue LLC and his blog, AUDIENCE WANTED, is published by ArtsJournal. Matt is an adjunct faculty member of Arizona State University where he teaches upper level seminars on Arts Entrepreneurship and Art & Public Policy. Previously, Matt served as founder & CEO of Alliance for Audience & ShowUp.com, a pioneering statewide initiative in Arizona to activate public engagement in theatre, music, dance, art & cultural attractions.

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